



*A Free Newsletter to Marlon's Customers With 1 or More Purchases In  
The Past 12 Months and 1 or None Refunds*

## **WHAT IF THERE WERE A MARKETING SYSTEM THAT NEVER FAILS?**

*There's only 2 things you need: Leads and Sales.  
The whole key to never failing is in today's newsletter*

**What Will You Learn Today:** The 3 steps of a Marketing System that never fails and key points on each one.

**What's So Great About That?** If you're not succeeding, you can read over the 3 steps and figure out where to go from there.

Hello,

Marlon here.

A couple quick updates:

Point Click Coaching – the Wed call recordings are posted in comments on the Q & A page.

Produce Promote – I've made multiple posts in the FB group including recordings and other resources. I posted a link to a PDF book on lead generation that is out of this world great.

No one likes failure.

Many years ago W. Clement Stone wrote a book called the *Success System that Never Fails*. GREAT book about how he built a multi-billion dollar insurance agency with his mum from scratch.

But what if there were a **MARKETING SYSTEM** that never fails?

Sounds crazy, right?

Sounds like I'm a "hope pusher"?

Well, let's drill down.

It's so **EASY** to screw up the things that make a **MASSIVE** difference because they are so simple.

Here's the formula:

How to figure out what people **WANT** to buy -- and sell it to 'em

There's a simple 3-step formula that has made me a lot of bank over the years:

1. Target people who spend money

Don't target broke people. It's so **EASY** to screw up on this one.

2. Find out what they're buying over and over

3. Offer it to them with a twist

### **Step one: Target people who SPEND monny**

Target people who already want, need and can afford what you're selling and can make a decision to get it. But most importantly, target an audience that is **ALREADY** buying.

A lot of people have **IDEAS** of what **THEY** want to sell. What **THEY** are passionate about.

That's great.

But you need to drill down and do your research to find out WHO, if anyone, is selling THAT already.

Being a trailblazer is a bad idea.

Most people don't know how to do this research. So I developed a series of exercises you systematically go through in order to find out what people want to buy that has as close a match as possible to what you want to sell.

If you're in sales, and we all are whether we know it or not, this is your lead generation and qualification.

You can't sell to people who are don't wanters.

They just don't want what you have.

- Are you in Facebook groups that your target audience is in? If not, you haven't nailed your target audience.
- Are you networking and making new friends in the that market with people who have lists and sell to that audience?
- Do you speak their LANGUAGE?

## **2. Find out what they're buying over and over**

Go to blogs and sales pages that offer them products. Make sure you approve cookies. You want to start seeing that ads that target them in your newsfeed so you can know what others are selling them.

Buy products in that niche or market so you can get on the email lists.

## **3. Offer it to them with a BBD**

Now you make an offer.

This is where all your creativity and ingenuity comes in.

This is where your copywriting training or sales skills kick in.

But if you don't know WHO is buying nor WHAT they are buying, you have no basis for creating your pitch.

Others have ALREADY FIGURED IT OUT!

You don't need to figure it out.

But you DO need a BBD – a BIGGER, BETTER DEAL.

I have very specific methods I teach for this.

But if you all you do is make a BBD, you'll do great.

Once you've reached this point, you can add on levels of sophistication.

You can get others to refer buyers to you for a commission.

You can run Facebook and Instagram ads.

You can blow up content marketing.

You can create a highly attractive “front-end” offer to attract those buyers into your world.

### **Here's Why This Marketing Formula Never Fails**

You target people who are already in the HABIT of buying and find out what they're buying.

You find out where they hang out and hang out there.

You click to the websites and blogs and get on the lists.

You see what's being sold to them.

This does NOT need to take months or even weeks. If you hunker down, you can do most of this in a week or two or three.

Now you know WHO is buying and WHAT they are buying and what sales pitches they are responding to.

You create your own BBD pitch based on what they are ALREADY responding to in terms of sales pages, webinars or videos.

You create “front door” offers to bring them in your front door and you get the word out about those using referral marketing, ads or content marketing.

You promote your “front door” offers hard.

If you’ve try this and you’re NOT making sales, you KNOW you’re missing on 1 of the 3 steps.

What you can do is just talking to people 1 on 1 or on a small webinar or phone calls to gather info and hear their objections.

They probably have an objection you’ve overlooked to your BBD.

P – The above formula is the PLAN

D – You DO the formula

C – You CHECK to see if you are getting leads and sales. If not, you check to see WHY. Where are you missing it? You do research with customers to find hidden objections.

A – Adjust. You ADJUST your sales formula and go back to the 3 steps again.

You just keep looping back through it.

If you can’t figure it out, then you bring in a “mechanic” to diagnose what you’re missing.

### **Where To Go From Here?**

1. If you want to learn more about the above formula, [I recommend this](#). It’s under \$100 and will get your feet wet and up your knowledge. If you’re just lurking or checking things out or investigating, that is what I recommend.
2. If you want to get more in depth training, [I recommend this](#). Or, if you’re not sure that’s for you, drop me a message in my [Facebook group](#).

3. If you already have products and services selling but want to take it up a notch, post a note to me [here](#).

Best wishes,

Marlon Sanders

# THE SHEET

**In 10 Minutes, This SHEET  
Can Convince Virtually Anyone  
To Do Anything!**

**THE SHEET**

What is it you want to persuade the other person to do? How will you know you are successful?

How Can You **INCREASE** or **MAGNIFY** Importance?

Immediate emotional gain/loss \_\_\_\_\_  
Immediate emotional gain/loss \_\_\_\_\_  
Immediate tangi\_\_\_\_\_

**You Can Increase Or Magnify  
The Importance Of Your Offer  
Quickly and Easily!**

Apply \_\_\_\_\_  
Last resort: Increase emotional gain \_\_\_\_\_  
Last resort: Increase tangi/Me pain \_\_\_\_\_

Persuasion Magnifiers

Send of solution you want them to use \_\_\_\_\_  
Do they see the benefits \_\_\_\_\_  
Do they see the \_\_\_\_\_

**Powerful Persuasion  
Magnifiers At Your  
Fingertips!**

City \_\_\_\_\_  
How \_\_\_\_\_  
Cost \_\_\_\_\_  
Risk \_\_\_\_\_  
How \_\_\_\_\_  
Responsibility \_\_\_\_\_

Increase Scarcity

Reason time limit \_\_\_\_\_  
Reason for \_\_\_\_\_  
Reason \_\_\_\_\_  
Limit the \_\_\_\_\_  
Depends \_\_\_\_\_  
Action of \_\_\_\_\_  
Availability \_\_\_\_\_

**Improve Your Response Rate  
By Increasing Scarcity  
Using These Easy Options!**

If you're an affiliate, the EPC's are good:

**THE SHEET**  
\$3.75 EPC

Offer Name	Pages / Products	Visitors	Sales	Conv Rate	Visitor Value
The Sheet Persuasion System	3 / 3	433	21	5%	\$3.75

Fill-In-The-Blanks, One-Page Persuasion System  
OTO 1 -- \$197 DS \$59.95 OTO 2 -- \$495

**BIG TICKET FUNNEL**

[Go here for details.](#)

### Amazing Formula “The Course” (advanced)

1. This is my super in-depth treatment of Amazing Formula. If you’re serious about learning to market on the Internet this is the ONE course to get NOW. It has a lot of intermediate and advanced information in it but starts at the beginning for newbies.

It’s not cheap. But neither is it expensive when compared to the value it creates and the other alternative solutions. [Go here.](#) What is UNIQUE about it is I draw from a huge amount of experience being full-time in this business since 1997 and owning roughly 4,000 books. I’ll put my marketing library up against anyone’s. So what’s UNIQUE is you get strategies and methods you’ve never heard anywhere else. No one else teaches them. These give you and EDGE because you have TOOLS no one else knows about. That’s especially important today when everyone is competing using the same information everyone else has. The bottom line is this is WHY I believe you can get superior results compared to other courses. If you’re wanting to learn intermediate and advanced methods and “new stuff” you don’t already know and you want A to Z coverage, this is IT.

## **The Fail Safe System (intermediate to advanced)**

This zeroes in only on the Info Product Business. On Zoo and W+ you can buy a lot of beginner courses and possibly a few “intermediate” info product marketing courses or training. But you won’t find advanced training.

There really is almost no advanced training on the Info Product Business other than the Fail Safe System. It’s advanced information, although not as sweeping and comprehensive as the Amazing Formula Full-Blown Course above. The price reflects that but is considerably more than you’d pay for an introductory or intermediate course on info products. [Click here to see it.](#)

## **How to Create High Profit Info Products**

This is my info product creation training for BEGINNERS.

There’s not a lot of “new” methods in it like my intermediate and advanced courses above. But it’s 100+ pages of solid, step-by-step information, albeit not with the numbered steps and screen caps in Product Dashboard.

Recommended for newbies and beginners. [See it here.](#)

## **Push Button Letters**

One of my all-time best-selling products that started a whole genre of software. Fill in the blanks. Click a button. Get a sales letter. [See it here.](#)

## **Big Ticket Dashboard**

If you want to sell big ticket coaching but don’t want to pay \$5,000+ for a coaching program, this under \$100 product will teach you many of the same basics the expensive programs teach you. Do NOT buy this if you’re wanting software. And don’t buy it if you expect it to be as comprehensive as a \$5000 coaching program. And don’t buy it if you don’t want to do webinars or get on the phone with people. Listen, you need some hustle in you to sell \$3,000 to \$20,000 packages. But this DOES have all the basics you’ll find in far more expensive programs. [See it here.](#)

## **Marlon’s Book of Secrets**

Imagine being a fly on the wall and listening in on my conversations with multi-millionaires and incredibly talented marketers. Well, this book is the



next best thing. It contains the cream of the crop secrets I've learned in a lifetime of being in this business. [See it here](#). Oh, the book has typos. I've never taken the time to fix them. If you can't stand that, then don't buy it. I personally care about the quality of the information, not my ability to hire a proofreader. What's UNIQUE about this product is you won't find many of these secrets anywhere else because they are based on my experience. You'll get ideas you won't get anywhere else. This is NOT a step-by-step training product like my Dashboards. If you want step-by-step, buy a Dashboard.



## **The Road Not Taken**

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim  
Because it was grassy and wanted wear,  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I marked the first for another day!  
Yet knowing how way leads on to way  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,  
I took the one less traveled by,  
And that has made all the difference.

**Robert Frost**